

CONTRACT



KXAN
908 W. Martin Luther King Jr. Blvd.
Austin, TX 78701
(512) 476-3636

And:

CSM Media Works
1519 West Twenty Ninth Street
Austin, TX 78703
USA

<u>Contract / Revision</u> 215827 /		<u>Alt Order #</u>
<u>Product</u> BACK TO SCHOOL / GINA		
<u>Contract Dates</u> 10/22/12 - 11/05/12	<u>Estimate #</u>	
<u>Advertiser</u> POL/Issue Back to Basics-Gina Hinojosa		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KXAN	<u>Account Executive</u> Holly Trimble	<u>Sales Office</u> Austin Local Sal
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 27.20
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> AU141		<u>Advertiser Ref</u> AU5935

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KXAN	10/22/12	11/05/12	M-F Daytime Morn Rotator	9a-12p		:30				NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$125.00	0.70			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$125.00	0.70			
	Week:	11/05/12	11/11/12	M-----				1	\$125.00	0.70			
N 2	KXAN	10/22/12	11/05/12	M-F 11a-12p	11a-12p		:30				NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$75.00	0.60			
	Week:	10/29/12	11/04/12	MTWTF--				2	\$75.00	0.60			
	Week:	11/05/12	11/11/12	-----				0	\$0.00	0.00			
N 4	KXAN	10/22/12	11/05/12	Today Show	7a-9a		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----				0	\$0.00	0.00			
	Week:	10/29/12	11/04/12	MTWTF--				2	\$450.00	1.60			
	Week:	11/05/12	11/11/12	-----				0	\$0.00	0.00			
N 5	KXAN	10/22/12	11/05/12	M-F KXAN News Tdy/5:30a	530a-7a		:30				NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----				0	\$0.00	0.00			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$275.00	1.40			
	Week:	11/05/12	11/11/12	M-----				1	\$275.00	1.40			
N 6	KXAN	10/22/12	11/05/12	M-F Early KXAN Nws Tdy	5a-530a		:30				NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--				3	\$65.00	0.70			
	Week:	10/29/12	11/04/12	MTWTF--				1	\$65.00	0.70			
	Week:	11/05/12	11/11/12	-----				0	\$0.00	0.00			
N 7	KXAN	10/22/12	11/05/12	M-F 3-4p	3p-4p		:30				NM	6	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$150.00	0.60			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$200.00	0.60			
	Week:	11/05/12	11/11/12	M-----				1	\$200.00	0.60			
N 8	KXAN	10/22/12	11/05/12	M-F 4-5p	4p-5p		:30				NM	6	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$125.00	0.90			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$125.00	0.90			
	Week:	11/05/12	11/11/12	M-----				1	\$225.00	0.90			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<u>Advertiser</u> POL/Issue Back to Basic:		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

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D 9	KXAN	10/29/12	11/02/12	M-F KXAN News @ 6p	6p-630p		:30				NM	0	\$0.00
Totals										27.20		32	\$5,260.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	11	\$1,145.00	\$973.25
10/29/12 - 11/05/12	21	\$4,115.00	\$3,497.75
Totals	32	\$5,260.00	\$4,471.00

Signature: _____ **Date:** _____

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